

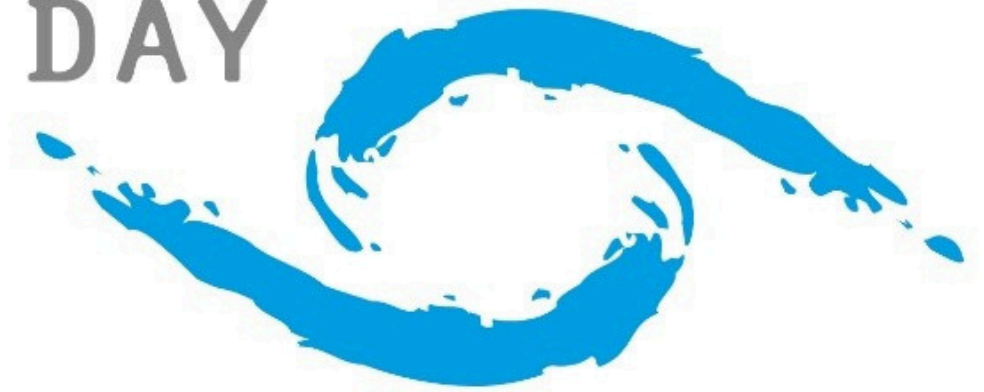


**Austrian Presidency**  
of the EU Strategy  
for the Danube Region

## IMPACT STORY

# Danube Day Austria - 20 years of success

DANUBE  
DAY



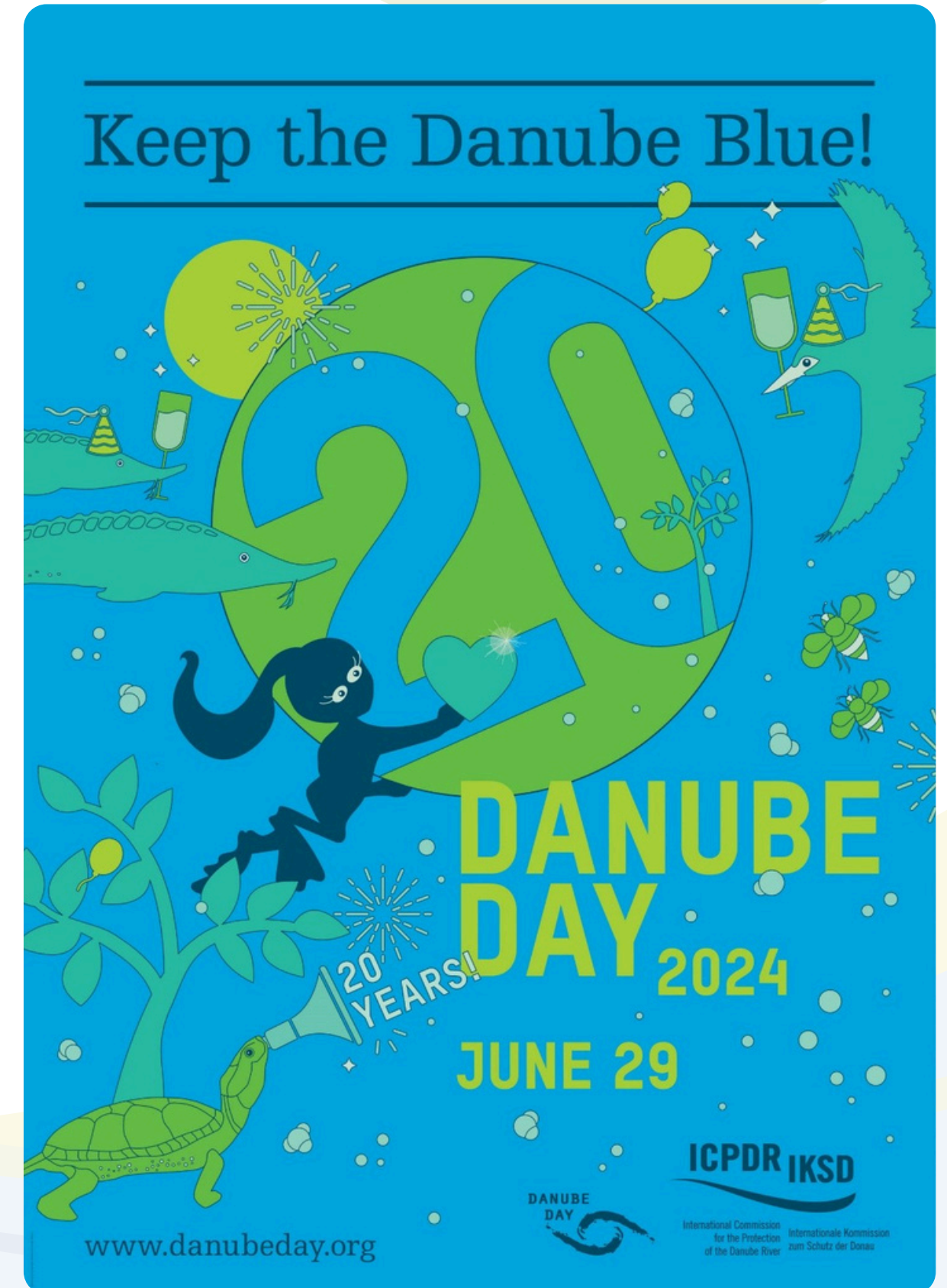


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## BACKGROUND

Every year at the end of June, activities in all Danube countries are taking place invoked by the Danube Protection Commission – **the Danube Day**. In Austria, this year the Danube Day was celebrated on June 17 at the Donau-Auen National Park, following the motto “**Keep the Danube blue** “. This year was special, because Danube Day celebrated its **20th anniversary**. The Danube Day festivities focus on a fun and interactive education for children about the importance of the danube protection and bring them in direct contact with nature.

Besides this event, the **Danube Art Master** also takes place every year. In this creative competition, children and young people between the ages of 6 and 18 are asked to create handicrafts, photographs or videos relating to the Danube or the river habitat.





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## ABOUT

In Austria the Danube Day event took place at the **schlossORTH National Park Center** on the 17th of June 2024. Primary schools from Vienna and Lower Austria were invited and thus **330 pupils of 6 schools** took part. Ten stations were located at the Schlossinsel area and comprised topics as **sturgeons, mussels, a plastic free Danube, river course or drinking water**. The students were enthusiastic and completed the various stations for exploring and discovering the Danube.

The **danube art master** competition was also very successful in Austria this year. With almost 60 submissions, it was possible to recognise the children's intensive engagement with our river habitats and their great interest in nature conservation.





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## ABOUT

The aim of the Danube Day is to familiarise children and teens with the importance of nature conservation and the **protection of our waters** from an early age. The interactive stations on Danube Day are designed to bring children into contact with the resource water and its environment in a playful way.

The **Danube Art Master** competition on the other hand encourages children to have a closer look at their local river, to reflect on what the environment means to them, and to create original artworks to celebrate the river and the region. Children from all schools, NGOs, clubs, daycare centres or associations for children in the Danube Basin are invited to create a piece of art. The competition educates the children from the Danube River Basin about the river's intrinsic value and importance.





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## CONNECTION WITH THE DANUBE REGION

**The Danube Day** raises awareness of the importance of protecting this precious ecosystem by encouraging communities and young people to promote sustainable practices. It reminds people that the future of the Danube depends on **joint efforts and a respectful approach to nature**. In order to intensify the direct contact with the Danube Region, a **waste collection campaign** with school classes along the Danube were originally organised every year. Unfortunately, this had to be cancelled for the 20th anniversary in Austria due to flooding. The **Danube Art Master competition** is particularly important as it inspires young people to creatively express their connection to the Danube and develop greater environmental awareness. These initiatives show how important it is to involve young people in order to ensure the long-term protection of the Danube and keep the region liveable.

The youth initiative **gen blue** of the Federal Ministry of Agriculture, Forestry, Regions and Water Management is a long-standing partner of the Danube Day and is involved not only in the organisation but also in the event itself as a knowledge broker. Gen blue offers children and young people a platform to become aware of our precious resource, water. Gen blue is available on all **social media channels**, TikTok, Instagram and Facebook as well as on the web for more detailed informations. In addition to events such as Danube Day, gen blue also organises school workshops on the topic of water and awareness-raising.



**gen  
blue**



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More information about the project

<https://www.danubeday.org/> (english)

<https://www.danubeday.at/> (german)

More partners:



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